

31/10/25

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ENGLISH ESSAY TEST - 1

THE ROLE OF MEDIA IN SHAPING PUBLIC OPINION

OUTLINE

(I) Introduction

(II) The interlink between media and public opinion

(III) What tools does media employ in shaping public opinion

- (A) Narrative creation in the mind's of the people
- (B) Reinforcement of ideas and values
- (C) Manufacturing consent of the public
- (D) Presenting information towards supporting a stance

(IV) What impacts does media have on public opinion

- (A) Enables political mobilization
- (B) Facilitates public rallying for causes
- (C) Forms the course of public opinion
- (D) Cause social polarization
- (E) Enables confirmation bias
- (F) Possibility of dehumanization

(V) Ensuring a positive role of media in shaping public opinion

- (A) Conforming to norms of ethical journalism
- (B) Integrating fact checkers in online tools
- (C) Ensuring adequate accountability of media outlets

(VI) Conclusion

"He who controls the media controls the mind." — Jim Morrison.

A statement that echoes even louder today than ever before. In an age where perception is power, media has become the invisible hand shaping realities, opinions, and even democracies. The interlink between media and public opinion runs deep. Media is a powerful modern information technology tool, specifically designed to shape public opinion. As such, it has a range of effects, both positive and negative, on the individual and the collective psyche. Consequently, utilising the media for net positive outcomes is a difficult challenge. However, provided the right approach is adopted, it can be surmounted. To harness the power of the media it is vital that the tools it employs is taken into account, inter alia, narrative creation, reinforcement of ideas and values, manufacturing consent, and a bombardment of information. Owing to the power of these tools, it exercises an inordinate impact on public opinion, such as, mobilizing people on public and social ^{grounds} ~~causes~~, forming the ~~const~~ ^{consolidating} of public opinion, perpetuating polarization, ~~conforming~~ ^{consolidating} biases, and in rare case dehumanizing segments of the population. As such, it is vital to implement ethical norms of journalism, fact checkers, and accountability to ~~for~~ ensuring a positive role of media in moulding ~~persp~~ perceptions.